



*New*  
**KVVU-TV**  
 25-TV 5 Drive  
 Henderson, NV 89014  
 (702)435-5555

# CONTRACT

Contract / Revision		Alt Order #
498789 /		06377348
<b>Product</b>		
JOE HECK FOR CNGRS		
Contract Dates	Estimate #	
10/17/12 - 10/23/12	2937	
Advertiser	Original Date / Revision	
Joe Heck For Congress	10/16/12 / 10/16/12	
<b>Billing Cycle</b>		
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KVVU	Teresa Difuria	TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b>		
Adults 50+		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

And:

**Strategic Media Placement**  
 7669 Stagers Loop  
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/17/12	10/19/12	Fox 5 News at 5	5-530p		:30			NM	4	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	10/15/12	10/21/12	--WTF--						\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	---WThF---	:30		\$950.00	NM		
				See MG 1.4,1.5,1.6								
	3	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	---WThF---	:30		\$950.00	NM		
				See MG 1.4,1.5,1.6								
	4	KVVU	10/18/12-10/19/12	Special Early News		Special Early News			:30	\$775.00	NM	
				① MG for 1.1,1.3								
	5	KVVU	10/22/12-10/22/12	Special Early News		Special Early News			:30	\$1,025.00	NM	
				① MG for 1.1,1.3								
	6	KVVU	10/22/12-10/23/12	Extra	M-F 1:05-1:35am	MTu-----	:30		\$100.00	NM		
				① MG for 1.1,1.3								
N 2	KVVU	10/22/12	10/23/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	10/22/12	10/28/12	MT-----						\$950.00			
N 3	KVVU	10/18/12	10/18/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	10/15/12	10/21/12	---1---						\$2,150.00			
N 4	KVVU	10/22/12	10/22/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	10/22/12	10/28/12	1-----						\$2,150.00			
N 5	KVVU	10/21/12	10/21/12	Extra Weekend	Sun 2-3am		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S						\$75.00			
Totals											10	\$9,200.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	10	\$9,200.00	\$7,820.00
<b>Totals</b>	<b>10</b>	<b>\$9,200.00</b>	<b>\$7,820.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Contract / Revision 498789 /	Alt Order # 06377348
Contract Dates 10/17/12 - 10/23/12	Product JOE HECK FOR CNGRS Estimate # 2937
Advertiser Joe Heck For Congress	
Original Date / Revision 10/16/12 / 10/16/12	

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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REP HEADLINE# 6377348 TRF# 498789  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*CHANGES\*\* \*

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT16/12 13.0€  
\*\*CHANGES\*\* \*\*\* KVUU-TV \*\*\*

ADV	#	ADV.	NAME	POLLI/J HECK /R/CON/NV
AGY	#	AGY.	NAME	STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP  
DEPARTMENT OF 13015

SALES PRSN PH- TERESA DIFURIA

ORDER # DELAWARE, OR 43013 CONTRACT # 63377348

CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK FOR CNGRS EST#2937 COMMENTS: (LINE, ORDER, INVOICE)   
FLIGHT DATES OCT17/12 OCT23/12 WK-1  
CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT 16/12 13 06

REP: TO ROSE  
FR NIKKI  
OK'D M1 AND M2 SEE LINES 6-9  
TOTAL SAME  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
JOE HECK FOR CONGRESS.. 10 MIN SEP

STA:

PROGRAM - NEWS		AGENCY ADVERTISER CODE =		AGENCY EST# = 2937	
AGENCY PRODUCT CODE =					
1	S	500P-530P	30	\$950.00	10/17
					10/19
					1
					W-F
					1

6	A	400P-430P	30	\$775.00	10/18	10/19	1	TH-F
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PROGRAM : SPECIAL NEWS  
ORD COM1: SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER.  
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-1 FOR 2 SPOTS/WK

REP HEADLINE# 6377348 TRF# 498789  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT \*\*FROM REP OCT16/12 13.06  
\*\*\*CHANGES\*\*\* \*\*\* KVUU-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS:	WEEK	: DAYS	: TOTAL:	: SPTS:	
7	A	730P-800P			30		\$1,025.00	10/22	10/22	1		MON		1	
PROGRAM :	SPECIAL NEWS AFTER DEBATE														
ORD COM1:	SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER.														
PART OF A MAKEGOOD MADE UP OF LINES 6-8															
8	A	105A-135A			30		\$100.00	10/22	10/23	1		M-TU		1	
PROGRAM :	EXTRA														
ORD COM1:	SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER.														
PART OF A MAKEGOOD MADE UP OF LINES 6-8															
5	S	200A-300A			30		\$75.00	10/20	10/20	1		SAT		1	
PROGRAM :	EXTRA														
9	A	200A-300A			30		\$75.00	10/21	10/21	1		SUN		1	
PROGRAM :	EXTRA														
ORD COM1:	CORRECT DAY. PRE-BOOKED PLS APPROVE.														
THIS IS A MAKE-GOOD FOR OCT20 ON LINE-5 FOR 1 SPOT/WK															
STATION MAKEGOOD OFFERS:															
M1	OK'D	BUY#1	MISSING: W-F/500P-530P OCT17(2/WK)												
OFFER: TH-F/400P-430P OCT18															
& MON/730P-800P OCT22															
& M-TU/105A-135A OCT22															
CMT: SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER.															
M2	OK'D	BUY#5	MISSING: SAT/200A-300A OCT20												
OFFER: SUN/200A-300A OCT21															
CMT: CORRECT DAY. PRE-BOOKED PLS APPROVE.															
CONTRACT TOTAL \$9,200.00															
TOTAL SPOTS 10															
OCT/12 \$9,200.00															

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET: HARRIS REPORT FROM REP OCT16/12 13.06  
\$ \$\$ UNAPPROVED REV #1 \$\$\$ \* \* \* CHANGES \* \* \* \*\*\* KVUU-TV \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET: HARRIS REPORT FROM REP OCT16/12 13.06  
\* \* \* KVUU-TV \*\*\*

MARKET TOTALS	\$ 57,500	KVUU	16%	KSJV	38%	KLAS	26%	KTIV	20%	KVLY	0%	KVCW	0%	CABL	0%
SHARES EST		KTUD	0%												
SVC- NSI															
DEMOS- RA50+*															
MOD CODE	A-ADD	B-BUY	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM	NAME				
P-CLASS, PLAN, SECT		Q-PAID	PGM	R-RATE	S-SPOTS	PER	WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*	MULTIPLE		

REP HEADLINE# 6377348  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 10.53  
\*\*\* KVUU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/J HECK /R/CON/NV  
AGY # \_\_\_\_\_ AGY. NAME STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP

DELAWARE, OH 43015

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME WHITNEY EVERSOLE

SALES PRSN PH- TERESA DIFURIA

ORDER # 498789

CONTRACT # 6377348

CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK FOR CNGRS EST#2937 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT17/12 OCT23/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

REP: TO ROSE

FR NIKKI

NEW JOE HECK FOR CONGRESS ORDER

TOTAL \$9,200

PLS CNF THANKS

CON CM

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

JOE HECK FOR CONGRESS.. 10 MIN SEP

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTAL:  
:LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS:  
AGENCY ADVERTISER CODE = AGENCY EST# = 2937  
AGENCY PRODUCT CODE =

1	500P-530P	30	\$950.00	<u>10/17</u>	10/19	3	W-F	3
2	500P-530P	30	\$950.00	10/22	10/23	2	M-TU	2
3	1000P-1100P	30	\$2,150.00	10/18	10/18	1	THU	1

PROGRAM : NEWS  
PROGRAM : NEWS  
PROGRAM : NEWS

REP HEADLINE# 6377348  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*

91  
OCT 16 / 12 10 - 53  
\*\*\* KVUU-TV \*\*\*